



WEWS

ORDER

Print Date 10/03/12

Page 1 of 3

Flight Dates 10/02/12-10/09/12

Contract / Revision 313535 /

Original Date / Revision
10/01/12 10/02/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product
OH US SEN JOSH MANDEL 10.2 to

Agency Com 15%

Billing Contact
7669 Stagers Loop
Delaware, OH 43015

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:30:00

Estimate # 2795

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 82975

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	81	\$70,528.75	\$82,975.00	0.00	10/01/12	10/09/12	81	\$70,528.75	\$82,975.00
Totals	81	\$70,528.75	\$82,975.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WEWS	10/02/12	10/09/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	12	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--					8	\$550.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					4	\$550.00		0.00			
N 2	WEWS	10/02/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	6	\$3,600.00



WEWS

Print Date: 10/03/12

Page 2 of 3

Contract / Revision **313535** Flight Dates **10/02/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/02/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2795**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	10/02/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00 NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	- TWTF--					4	\$600.00		0.00		
		Week: 10/08/12	10/14/12	MT-----					2	\$600.00		0.00		
N 3	WEWS	10/02/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$550.00	P-2	0.00 NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	- TWTF--					4	\$550.00		0.00		
		Week: 10/08/12	10/14/12	MT-----					2	\$550.00		0.00		
N 4	WEWS	10/02/12	10/09/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	1	\$1,300.00	P-2	0.00 NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	- TWTF--					4	\$1,300.00		0.00		
		Week: 10/08/12	10/14/12	MT-----					2	\$1,300.00		0.00		
N 5	WEWS	10/02/12	10/09/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	1	\$800.00	P-2	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	- TWTF--					2	\$800.00		0.00		
		Week: 10/08/12	10/14/12	MT-----					1	\$800.00		0.00		
N 6	WEWS	10/02/12	10/09/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$325.00	P-3	0.00 NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	- TWTF--					4	\$325.00		0.00		
		Week: 10/08/12	10/14/12	MT-----					2	\$325.00		0.00		
N 7	WEWS	10/02/12	10/09/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,300.00	P-2	0.00 NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	- TWTF--					4	\$1,300.00		0.00		
		Week: 10/08/12	10/14/12	MT-----					2	\$1,300.00		0.00		
N 8	WEWS	10/02/12	10/09/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	1	\$700.00	P-3	0.00 NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	- TWTF-S					5	\$700.00		0.00		
		Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WEWS 10/01/12-10/07/12 M-SU 11-1135P Late News 11-1135p -TWThF--Su :30 (\$700.00) 0.00 NM See MG 8.8 [na]												
		8 WEWS 10/01/12-10/07/12 M-SU 11-1135P Late News 11-1135p --WThF--Su :30 \$700.00 0.00 NM MG for 8.1 10/02												
		Week: 10/08/12	10/14/12	MT-----					2	\$0.00		0.00		
N 9	WEWS	10/02/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$550.00	P-2	0.00 NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	- TWTF--					4	\$550.00		0.00		
		Week: 10/08/12	10/14/12	MT-----					2	\$550.00		0.00		
N 10	WEWS	10/02/12	10/09/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	4	\$800.00	P-2	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	- TWTF--					4	\$800.00		0.00		
		Week: 10/08/12	10/14/12	MT-----					2	\$800.00		0.00		
N 11	WEWS	10/02/12	10/09/12		CM	3-4p	MTWTF--	:30	3	\$900.00	P-2	0.00 NM	4	\$3,600.00



WEWS

Print Date: 10/03/12

Page 3 of 3

Contract / Revision **313535** Flight Dates **10/02/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/02/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2795**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 12	WEWS	10/02/12	10/09/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					4	\$900.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 13	WEWS	10/02/12	10/09/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$1,300.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 14	WEWS	10/02/12	10/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$900.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$900.00		0.00			
N 15	WEWS	10/02/12	10/09/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$775.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 16	WEWS	10/02/12	10/09/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$775.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 17	WEWS	10/02/12	10/09/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	M-----					1	\$14,000.00		0.00			
N 18	WEWS	10/02/12	10/09/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$12,000.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 20	WEWS	10/02/12	10/09/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$550.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 21	WEWS	10/02/12	10/09/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					1	\$200.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			

Totals 81 \$82,975.00